



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 10/15/2002

GAIN Report #SN2006

Singapore

Sales Mission Evaluation

Report

2002

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Report Highlights:

The Singapore team members were able to experience first hand the harvesting of figs, raisins and pistachios. The Singapore team had a better understanding of the grading processes of various dried fruit and nuts.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Kuala Lumpur [MY1], SN

Name of Mission: Singapore Dried Fruit and Nut Team

Dates: Sept 21-27, 2002

City/Country: Fresno, Sacramento and San Francisco, California

I. STATISTICAL SUMMARY

Number of companies on mission: 3

Number of trade appointments/contacts: 9

Estimated sales during mission: \$0

Projected sales increase during the next 12 months as a result of mission \$ 200,000

Number of products promoted: N.A.

II. FAS FIELD EVALUATION

A. Mission Objectives:

To educate the Singapore team members who are leading dried fruit nut importers on the harvesting, handling, warehousing and packaging of dried fruit and nuts.

B. Mission's Success in Achieving These Objectives:

The Singapore team members went away with a highly increased understanding of the handling grading and storage of dried fruit and nuts.

C. Mission Highlights:

The Singapore team members were able to experience first hand the harvesting of figs, raisins and pistachios. The Singapore team had a better understanding of the grading processes of various dried fruit and nuts.

D. Suggestion for Improving Future Missions:

Post had for the first time ever funded a buyers team without Cochran or EMO funding and support. Post worked closely with the State of California Dept of Agriculture to specially tailor the program to the very detailed needs of the team members. Josh Eddy, from the California State Dept of Agriculture worked closely with the Singapore post for a period of over 10 weeks to prepare and coordinate the

team schedule.

The visits to orchards and plants spanned from Yuba city and Sacramento in the north to Fresno in the South. Mr. Eddy personally accompanied the team led by Marketing Specialist Bernard Kong. Mr. Eddy's personal contacts and rapport enabled team to obtain the highest cooperation and warm hospitality from the plant owners who were prepared to share their production and processing techniques with the Singapore team members.

Post paid the airfares of the Singapore team members through the Washington held MPCC card. The Singapore team paid the difference between the lowest economy airfare and the higher economy airfare in order to be upgraded to business class. The difference paid by the team members to be upgraded to business class was US\$300. Other expenses like hotel, domestic transport and some meals were paid by post held MPCC card. The Singapore team members paid for most of their own meals and incidentals .

We suggest that instead of providing team members with per diem allowances, we should pay for their dinners at restaurants. Team members should be responsible for their own breakfast and lunches. This way there will be no complaints regarding the inadequacy of the per diem.

E. Suggestion for Improving FAS/W Management of the Sales Mission Program

We suggest that the schedules of future buyer missions be coordinated with the individual states. The U.S. schedule included all the various aspects of training originally requested by team members. This was made possible only with the assistance of staff of the California Dept of Agriculture.

F. Participant Problem

None

G. Public Relations

None

END OF REPORT